

Historic Preservation Design Review

August 25, 2016

HP-16-16, 215 W. Hampton Ave. (City)

I. THE REQUEST

Applicant:	Center for Pain Control
Status of the Applicant:	Business owner
Request:	Design review approval for wall signage
Location:	215 W. Hampton Ave.
Present Use/Zoning:	Commercial /PD
Tax Map Reference:	228-12-02-040
Adjacent Property Land Use and Zoning:	North – Commercial /PO South – Commercial /PO East – Commercial /PO West – Residential / R-6

II. BACKGROUND

The applicant is requesting a Certificate of Appropriateness for a sign located at 215 W. Hampton Ave. The business is a medical office.

Architectural & Historical Significance:

There is no information on the structure in the 1985 Main Street Sumter Survey. This structure is located inside the Hampton Park Overlay District, however it is not deemed to be a contributing structure within the District.

The Proposal:

There are two signs measuring 45" x 57" each, and a smaller one next to the front door measuring 15" x 16". The photos below show the signs, which have already been placed on the building. The signs are composed of plastic.



Design review is required for these signs because they do not meet the recommendations of the guidelines that would qualify for staff-level approval. Commercial signs in the Hampton Park Historic District must meet the same standards as in the Downtown Historic District.

The *Design Review Guidelines Manual* states:

#18) Traditional sign materials should be used.

- Materials such as plywood, plastic substrates, and unfinished wood should not be used.

#27) The use of symbols and logos are encouraged for signs.

- Symbols and logos provide for ready identification of a business and their use is encouraged.

III. STAFF RECOMMENDATION

Staff has reviewed this request in accordance with the design guidelines. The proposed signs are not constructed of traditional sign materials. Staff recommends that a more suitable material is chosen for the signs, such as finished wood or wood composite.

It should be noted that a similar request for the adjacent signage at 217 W. Hampton was denied in June 2016.

IV. DRAFT MOTIONS

I move that the Sumter Historic Preservation Design Review Committee approve HP-16-16.

I move that the Sumter Historic Preservation Design Review Committee deny HP-16-16.

I move that the Sumter Historic Preservation Design Review Committee enter an alternative motion.

V. HISTORIC PRESERVATION DESIGN REVIEW – AUGUST 25, 2016

The Sumter Historic Preservation Design Review Committee at its meeting on Thursday, August 25, 2016, denied this request for the wall signs as presented and required that an approved alternate material be used.